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NEWS RELEASE

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May 6, 1997

NEW DIRECTOR BRINGS INTERNATIONAL EXPERIENCE TO MONTANA WORLD TRADE CENTER

MISSOULA --

Arnold Sherman has spent the past eight years of his career drumming up business around the globe for major American corporations. Now he will use his international connections to open up a world of business opportunities for Montanans.

Sherman recently took the helm of the Montana World Trade Center as the infant organization's second executive director, replacing Charles E. "Sam" Courtney. The center, based in the Gallagher Business Building on The University of Montana-Missoula campus, began 18 months ago to help Montana business people increase trade with other countries.

"My contribution to the World Trade Center will be taking my practical hands on skills of working with international companies and try to help Montana companies develop a more aggressive position in the global market trade," said Sherman. "I've been to more than 70 countries, so I really do see myself as a global marketer."

In 1990 Sherman founded and served as chief executive officer of Global Development Services Inc., a firm based in Washington, D.C., and Moscow, Russia, to help businesses establish ventures in the global marketplace. He worked closely with U.S. government officials and multi-national financial institutions to bring in more than \$200 million in international contracts for clients, which included Marriott Hotel Corp. and Simon and Shuster.

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Sherman said he'll do the same for Montana businesses. He's already busy getting to know Montana business people, their products and services, and identifying opportunities in foreign countries so he can begin his matchmaking services.

"In Montana there's no shortage of people who have the know-how and skills that would lend themselves well to the international market trade," Sherman said. "There's no reason why Montana can't compete more aggressively in partnering and nurturing relationships in any part of the world."

Sherman will spend the next few months traveling the state to meet with business leaders and civic groups to discuss how Montanans can take advantage of and more aggressively compete for global opportunities that are continually on the rise. Global trade today, he said, means more than just importing and exporting grain. It also includes services and consulting in engineering, technology, health care, real estate development and mining industries. This summer the Montana World Trade Center will host an invitation-only meeting to examine projects available in Latin America through the Inter-American Development Bank.

"The opportunities are real, they're out there," Sherman said. "We shouldn't see ourselves as being geographically challenged. There are ways to move into the global marketplace that don't require millions of dollars. Part of it is having the information and knowing how to use it. I will bring that set of skills and a Rolodex to this job."

The center is staffed almost entirely by student interns, which provides invaluable hands-on experience for international business students. As part of his duties as executive director, Sherman teaches a global trade and commerce class.

Sherman previously taught courses at George Williams College in Downer's Grove, Ill., and

Thomas More College in Ft. Mitchell, Ky. He earned a bachelor's degree in psychology from the University of Cincinnati and a master's degree in management from Xavier University. Earlier in his career, Sherman founded and led the public affairs firm of Sherman, Goelz & Bergfalk and the American Center for International Leadership, an organization that introduced emerging leaders of the world to their counterparts.

The Montana World Trade Center is one of 300 located in more than 80 countries worldwide. Montana's is the only center that is operated by a university to serve an entire state.

World Trade Centers offer a wide variety of support services for business people including an exclusive global electronic system for international trade transactions, meeting and exhibit facilities, educational programs, trade libraries and translation services.

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